



Rainbow Riders

Possibilities with MobilePay for your NGO

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MobilePay - why your organization should have it



USERS

1.3 million active users in Finland, with 1.6 million users in total



TRANSACTIONS

40,2 million transactions done in 2020, with 89% increase compared to 2019



AMOUNT

1.3 billion euros transferred in 2020



How does it actually work?

It is very simple! The user needs a mobile phone with a downloaded MobilePay application, where he/she creates an account and adds payment card.

From this point, our potential donor is able to donate money in various ways. Let's have a closer look at our options.





MobilePay Subscriptions

Incredibly easy way for customers to start recurring payments like memberships, subscriptions and fixed donations.

Your organization can see the updates in the agreement process and reacts if the payment is declined.

All data from transactions lands into very simple page, however you can use integrator's help to organize or create a system yourself.

User Journey:

- 1 MobilePay Subscription is selected in the donation process on your website
- 2 The donor is transferred into MobilePay application
- 3 The donor swipes to accept the payment
- 4 Agreement is created and runs automatically

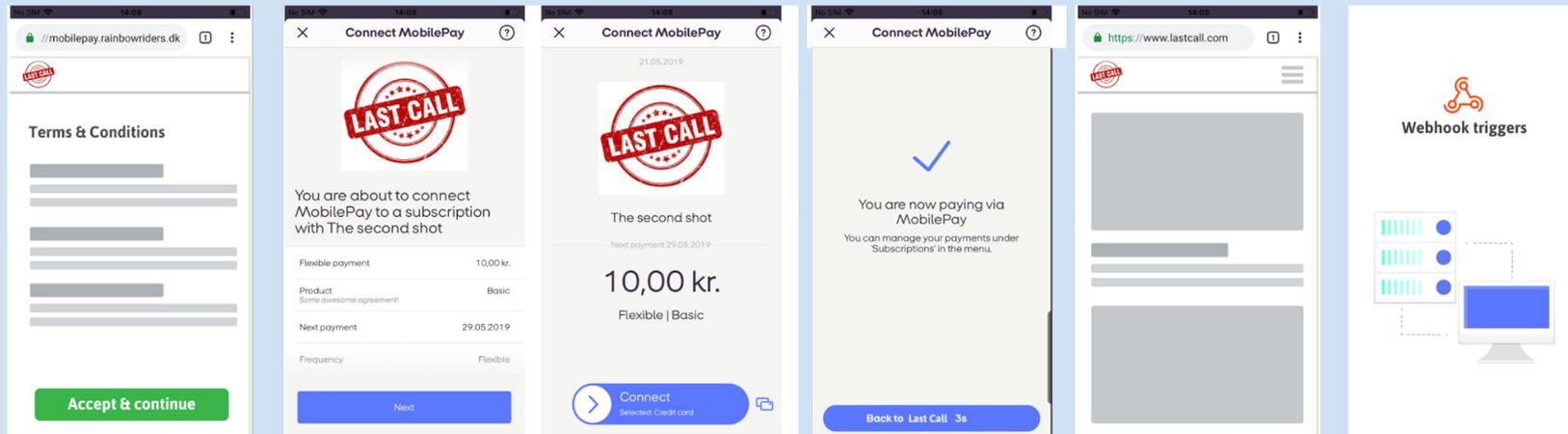




Create recurring agreements through SMS

The donor sends a keyword to the short number, then receives an sms with link to MobilePay Subscription agreement. Donor is transferred to MobilePay app to finish agreement.

This solution is provided by one of the certified MobilePay integrator - PayGate.





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MobilePay MyShop

This solution provides your organization with 5 digit number for donations, that can be customized according to your current campaign.

Open MobilePay application

Enter 5 digit number



Type the donation amount

Swipe and it is done!

User journey:



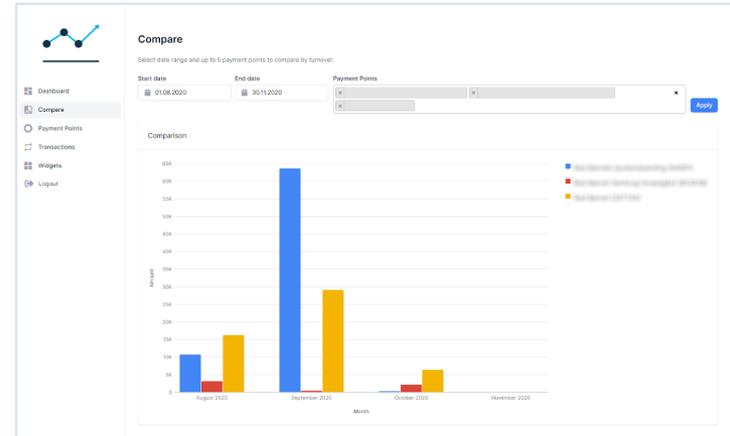
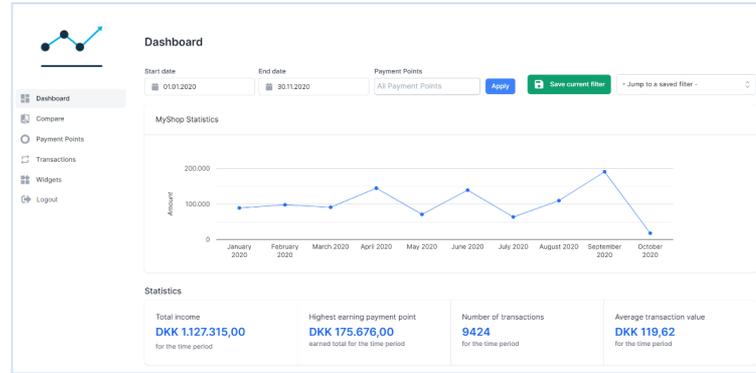


MyShop Statistics

MyShop Statistics is a ready to use platform, integrated with MobilePay MyShop.

This solution is created purely for your organization, so you can analyse the performance of transactions from MobilePay MyShop

MyShop Statistic is provided by MobilePay integrator - PayGate.

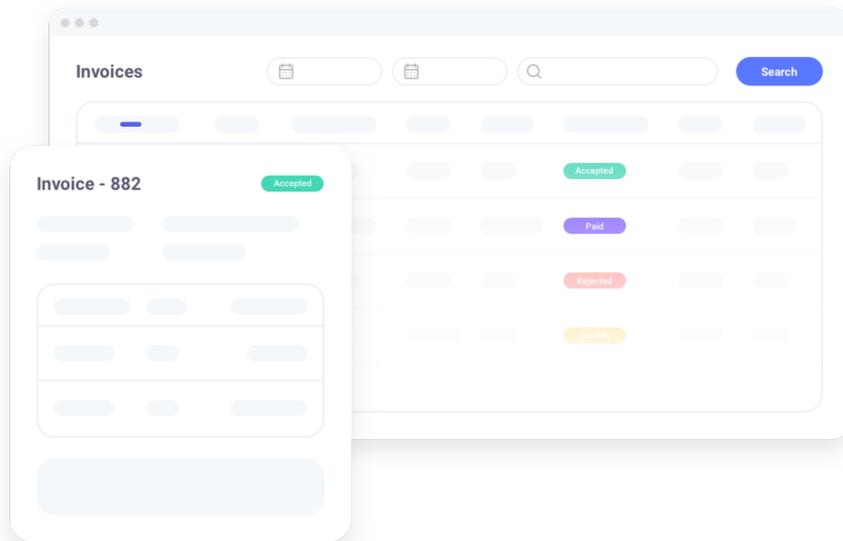




MobilePay Invoice

Here MobilePay gives your organization the possibility to send the invoice to your customer that can be paid by MobilePay.

Your organization creates an invoice in custom integration, which then needs to be validated by MobilePay. Then your customer receives a notification on mobile that invoice is ready to be reviewed.



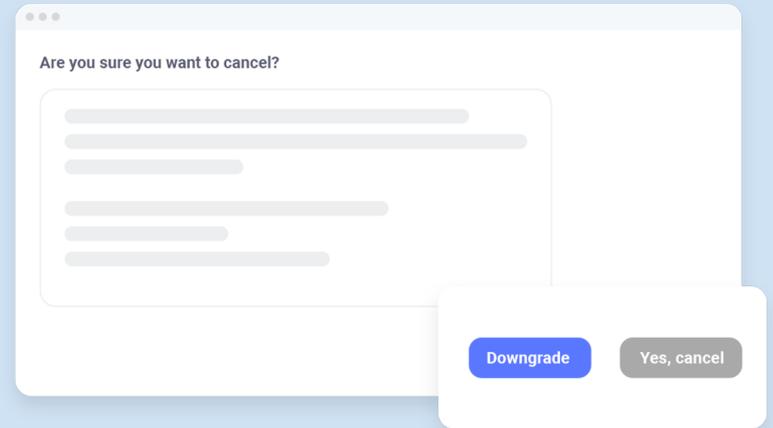


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SaveDesk - retain your donors more effectively

The donor is offered with an alternative option 'Downgrade' along with 'Cancel'. The agreement amount can be decreased, instead of being completely cancelled.

SaveDesk is offered by PayGate or any other integrator.





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Summary



MobilePay is definitely an option that is worth having in the offer, as it gives many different possibilities.



Pricing for the main products can be found on MobilePay's website <https://mobilepay.fi/>



If you are considering MobilePay through custom integration, contact me at info@rainbowrider.dk

Thank you for the
attention!



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